

SPAWAR



May 7, 2002
San Diego Telecom MIL SIG
Julie L. Krnc
Director, SPAWAR Small Business Program



AGENDA

- **Introduction**
- **Getting Started**
- **General Government Contracting Info**
- **Small Business Program**
- **Finding Opportunities**
- **Upcoming Conferences**
- **What's New**
- **Questions and Answers**



U.S. SMALL BUSINESSES ACCOUNT FOR:

50%	Gross National Product
>50%	Existing Jobs
>75%	New Jobs
44%	All Federal Revenue

House Small Business Committee, January 2002



*“The survival of
small business is essential
to our Homeland Defense.”*

President George W. Bush
October 24, 2001

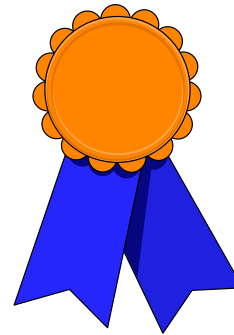


ASSUMPTION

- **Timely Delivery**



- **Of A Quality Product**



- **At A Reasonable Price**





GETTING STARTED: REGISTRATIONS

- **Identify your product or service**
 - **Federal Supply Classification (FSC) or Product Classification Code (PSC)**
 - **North American Industry Classification (NAICS)**
- **SBA Small Business Size Standards**
- **Data Universal Numbering System (DUNS) Number**
- **Central Contractor Registration**



**SEE: DoN “Ten Steps to Success”
(See updated websites in this brief)**



**IDENTIFY YOUR
PRODUCT/SERVICE BY:**

**FEDERAL SUPPLY
CLASSIFICATION CODE (FSC)
OR
PRODUCT SERVICE CODE (PSC)**

<http://www.thertg.com/secrc/fsc-codes/fsc.html>



FSC/PSC EXAMPLES

PSC

Description

D301	ADP facility operations & mgt
D302	ADP systems development svcs
D306	ADP system analysis services
D307	Automated information system design & integration services
D308	ADP programming services
D310	ADP backup & security services
D313	Computer aided design/mfg (CAD/CAM) svcs



FSC/PSC EXAMPLES

PSC

Description

D314	ADP system acquisition support services
D315	Digitizing services
D316	Telecommunication network management services
D317	Automated news svcs, data svcs & other info services
D399	Other ADP & telecommunications svcs



NAICS EXAMPLES

541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541513	Computer Facilities Management Services
541519	Other Computer Related Services



EXAMPLES: NAICS & SBA SIZE STANDARDS

- 541511 Custom Computer Programming
Services - **\$21M**
- 541512 Computer Systems Design
Services - **\$21M**
- 541513 Computer Facilities Management
Services - **\$21M**
- 541519 Other Computer Related Services
- **\$21M**



DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- **Mandatory to register in CCR**
- **Provided by Dun & Bradstreet (D&B)**
- **Takes about 10 minutes; free**
- **Different DUNS for each location/
address & each legal division**
- **List sold to other companies – contact
D&B to request removal from marketing
list**



D&B 800-333-0505 or 610-882-7000



CENTRAL CONTRACTOR REGISTRATION (CCR)

- Mandatory to get a DoD contract
- Allows electronic payment
- **Must renew annually or expires**
- Automatically assigns a Commercial And Government Entity (CAGE) Code
- Assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Automated System, DoDBusOpps)



<http://www.ccr.gov>



FREE HELP IS AVAILABLE!

**Contracting Opportunities Center
Luz Velasco
sdcoc@pacbell.net
(619) 285-7020**



<http://pro-net.sba.gov>



What is PRO-Net?

<http://www.sba.gov>

- **Database of small businesses**
- **Update profile every 18 months**



USES OF PRO-NET DATABASE

- **Government** uses PRO-NET to:
 - locate small business primes (market research)
 - verify status:
 - certification on proposals;
 - on proposed subcontracting plans;
 - on prime subcontract reports/during reviews



USES OF PRO-NET DATABASE

- **Industry** uses PRO-NET to:
 - locate small business subcontractors
 - locate teaming partners
 - verify status of proposed subcontractors
 - check out the competition



BE FAMILIAR WITH REGULATIONS

- **Federal Acquisition Regulations (FAR)**
- **Defense Acquisition Regulations Supplement (DFARS)**
- **Navy Acquisition Procedures Supplement (NAPS)**

Regulation Comparison Tool

<http://www.abm.rda.hq.navy.mil>



BE FAMILIAR WITH REGULATIONS

- **SBA site as of Dec 5, 2001**
<http://www.BusinessLaw.gov>
- **Acquisition and Business
Management (ABM) Online**
<http://www.abm.rda.hq.navy.mil>



BASIC GOVERNMENT CONTRACTING

- **"Doing Business with Government"**

FREE on-line primer series:

**[http://www.fedmarket.com/vtools/articles
/index.html](http://www.fedmarket.com/vtools/articles/index.html)**

- **Local training by SPAWAR, AFCEA, NDIA, SBA, SCORE, Contracting Opportunities Center, etc.**



GENERAL CONTRACTING METHODS

- **<\$2,500 Micro-purchase**
- **>\$2,500 <\$100,000**
 - **Simplified Acquisition Procedures (SAP)**
 - **Request for Quotation (RFQ)**
- **>\$100,000 (RFP or IFB)**
 - **Request for Proposal (best value)**
 - **Invitation for Bid (low bidder)**



PROCESS > \$100k ACTIONS

Market Research

**Solicitation Advertised
FEDBIZOPPS & SPAWAR e-commerce**

Solicitation Issued



PROCESS > \$100k ACTIONS

Electronically Submit Proposals

Proposals Evaluated

Negotiations (if required)

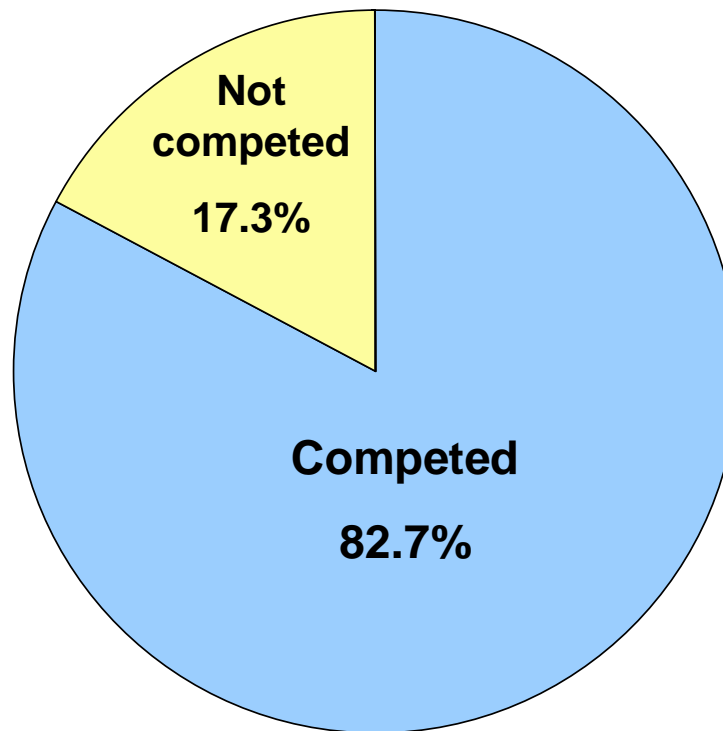
Award

<\$2,500	Micro-Purchase	Not advertised
>\$2,500 <\$25,000	Simplified Acquisition Procedures (SAP)	Not advertised Oral/RFQ Normally reserved for small business
>\$25,000 <\$100,000	SAP	FEDBIZOPPS Oral/RFQ Normally reserved for small business set-aside
>\$100,000	Formal/Large Contract	FEDBIZOPPS IFB/RFP ≥ 2 capable 8(a)/SB to be set-aside



SPAWAR CORPORATE - FY 2001

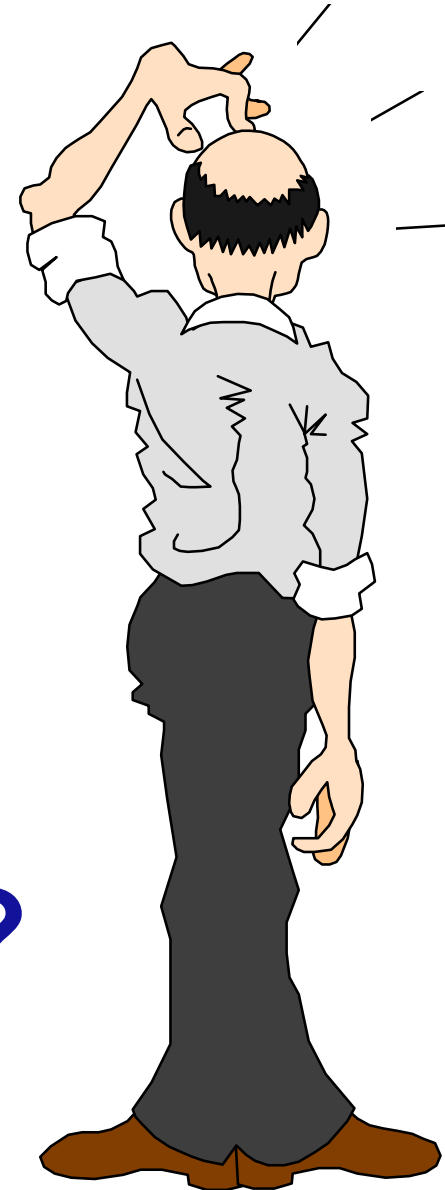
Level of Competition



CORPORATE COMPETITION GOAL = 80%



**What
difference
does it make
if I am a
small business?**





SMALL BUSINESS: FEDERAL POLICY

It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to small business.....concerns. Such concerns must also have the maximum opportunity to participate as subcontractors...

FAR 19.201(a)



FY 02 NAVY PRIME PERFORMANCE TARGETS

Small Business	22.31%
Woman-Owned Small Business	1.91%
Small Disadvantaged Business	5.78%
HUBZone	2.36%
Service-Disabled Veteran SB	3.0%
Historically Black Colleges & Universities/Minority Institutions	20.28%



FY 02 SPAWAR PRIME PERFORMANCE TARGETS

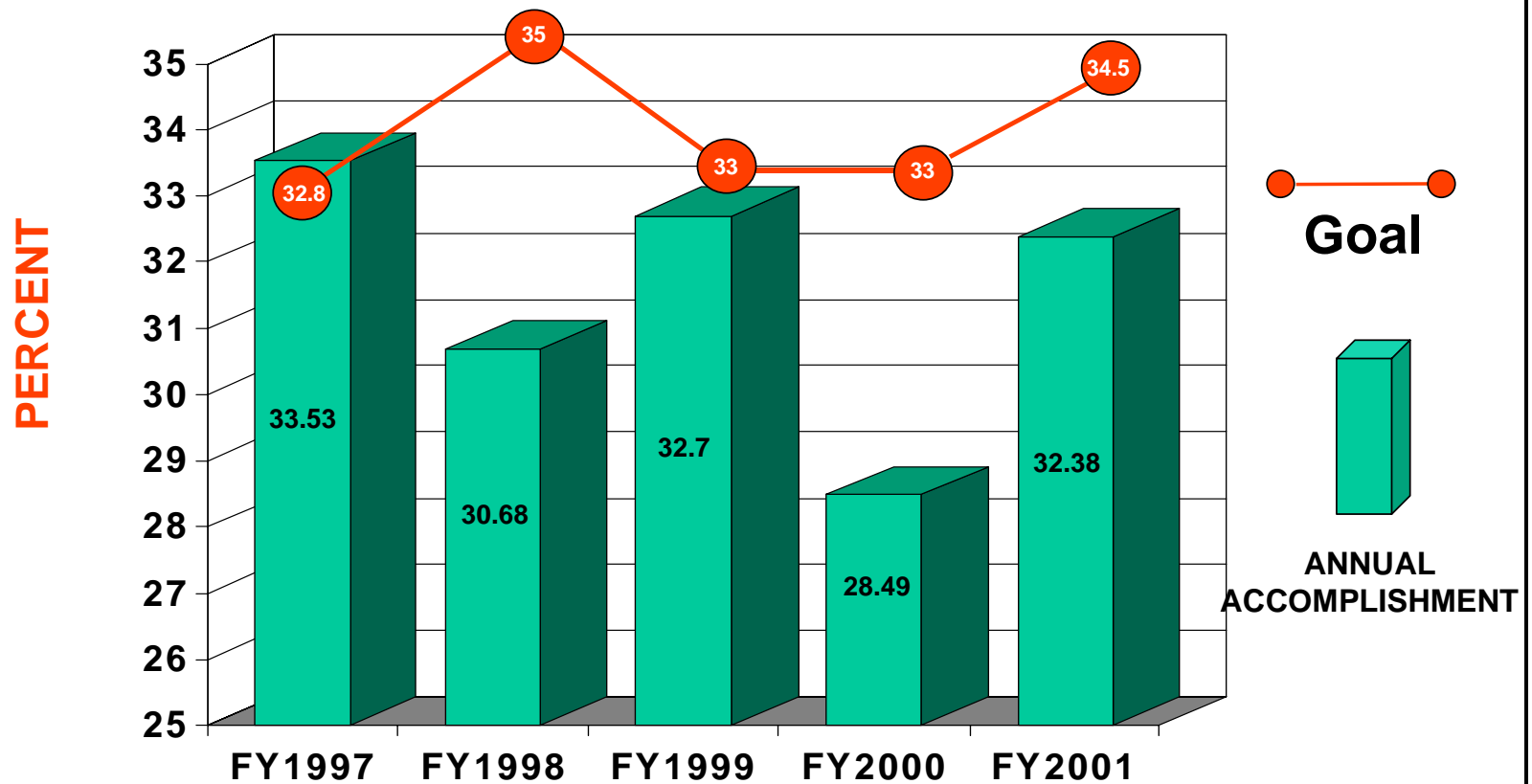
Small Business	30.6%
Woman-Owned Small Business	3.2%
Small Disadvantaged Business	9.2%
HUBZone	2.5%
Service-Disabled Veteran SB	3.0%
Historically Black Colleges & Universities/Minority Institutions	3.3%



SPAWAR CORPORATE FY 1997-FY2001

Small Business Accomplishments

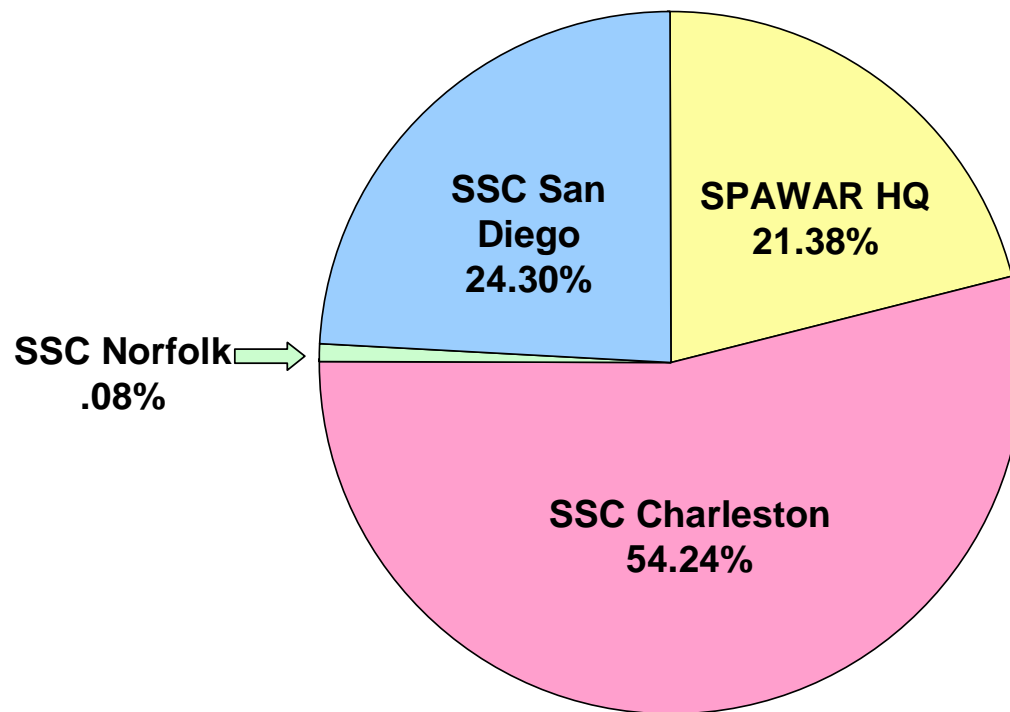
Category: **Total Small Business**





SPAWAR CORPORATE - FY2001

Distribution of Prime Small Business Dollars



CORPORATE ACCOMPLISHMENT = 32.38% (\$680,799,399)
CORPORATE GOAL = 34.5%



SUBCONTRACT PLAN REQUIREMENTS

- **Required from large businesses, work performed in U.S., not personal services**
- **Contracts or mods >\$500,000 (\$1M for construction), if subcontracting possibilities**
- **Must be approved before award**
- **Includes small business goals**
- **Small Business Liaison Officers**



FY 02 NAVY SUBCONTRACT PERFORMANCE TARGETS

Small Business	48.3%
Woman-Owned Small Business	7.9%
Small Disadvantaged Business	8.6%
HUBZone	2.5%
Service-Disabled Veteran SB	3.0%



SMALL BUSINESS PROGRAM

- **Small Business**
- **Woman-owned Small Business**
- **Small Disadvantaged Business**
- **Section 8(a) Certified Small Disadvantaged Business**

Definitions FAR 19.001



QUALIFIED HUBZONE SB REQUIREMENTS

- Small business,
- Owned & controlled *only* by US citizens,
- *Principal* office located in a HUBZone,
- At least 35% of the concern's employees must reside in a HUBZone,

AND

- Concern must be certified by SBA.
(on-line application available)





HUBZONE PROGRAM

- **Federal contracting opportunities for qualified SBs located in distressed areas**
- **Sole source award justification possible**
- **Price evaluation preference (10%)**
- **Set-aside procedures allowed**
- **HUBZone-certified 8(a) firms eligible for benefits under both programs**

<http://www.sba.gov>





HUBZone Empowerment Contracting Program

[SBA HOME](#)

[HUBZone](#)

[PRO-Net](#)

[SEARCH](#)

[COMMENTS](#)



Community Based:

- *Empowerment*
- *Employment*
- *Enterprise*

Upgrade Recommended
for Netscape V: 4.05 and earlier users

What's New

Who We Are

What We Do

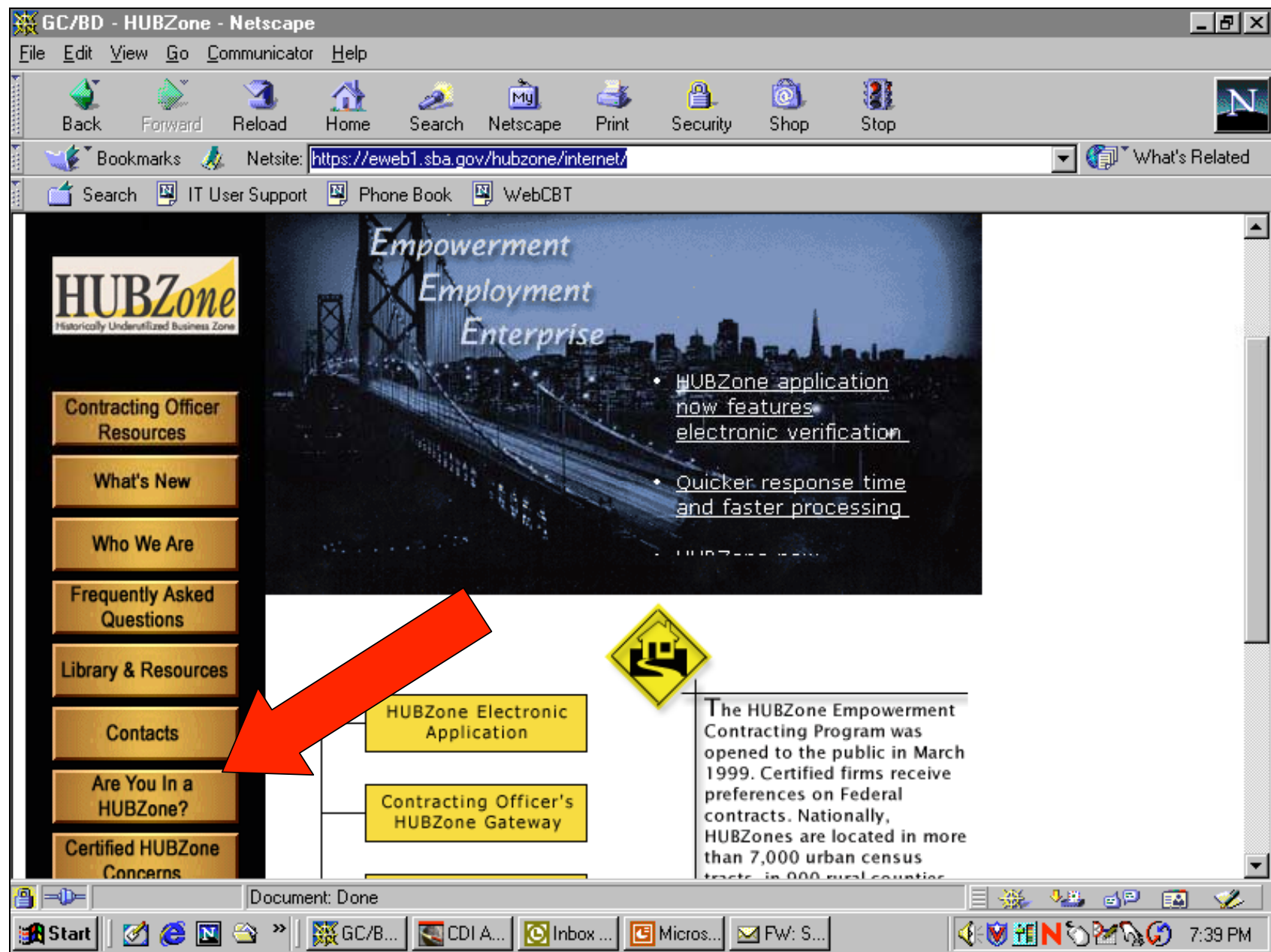
Find Out if You Are in a HUBZone

Frequently Asked Questions

Library and Resources

Applying For The HUBZone Certification





Or enter an ADDRESS, TOWN or COUNTY Search

Address *(include either City & State or ZIP Code address to zoom map to a city or ZIP code area)*

Street Address:

City & State:

ZIP Code:

County

County:

State:

201 E Grand Ave., Escondido CA, 92025 is located in Census Tract "06073020298" which IS qualified as a HUBZone.

The map below shows the relationship between a street address (marked with a star) to qualified HUBZone areas. Below the map, you will find information on whether or not the address was found to be in a HUBZone area.

**First Choose
a Tool Below**

HUBZone Status

Zoom In

Zoom Out

How to navigate?



VETERAN-OWNED SMALL BUSINESS (P.L. 106-50)

- **Must be a small business**
- **Must be owned and controlled 51% or more by a veteran**
 - **Veteran = active duty, honorable discharge**
 - **Includes reserves w/active duty (not training time)**
- **Currently “best effort” goal for VOSB prime contracts and subcontracts**





SERVICE DISABLED VETERAN OWNED SMALL BUSINESS

(P. L. 106-50 & P.L. 106-554)

- **Must be a small business**
- **Must be owned & controlled 51% or more by a service- disabled veteran**
 - **Meet veteran requirements**
 - **Service Disabled = service connected disability from 0-100%**
- **Prime contract statutory goals**
 - **3% S-D VOSB**
- **Subcontract statutory goals**
 - **3% VOSB & 3% S-D VOSB**





SPECIAL VETERAN RESOURCES

- **Dept of Veterans Affairs Center for Veterans Enterprise**
– <http://www.vetbiz.gov>
- **Association for Service Disabled Veterans**
– [Bill Truitt wjt@asdv.org](mailto:Bill_Truitt_wjt@asdv.org)
- **SBA Veterans Business Development**
– <http://www.sba.gov/VETS>
- **California Disabled Veteran Business Enterprise Alliance**
– <http://www.ca-dvbea.org>



SMALL BUSINESS CERTIFICATION REQUIREMENTS

Small Business	<u>Self</u> -certify
Woman-Owned Small Business	<u>Self</u> -certify (may change)
Small Disadvantaged Business [includes 8(a)]	SBA certify
HUBZone	SBA certify
Service-disabled Veteran Owned SB	<u>Self</u> -certify (except for CA State contracts)
Veteran Owned SB	<u>Self</u> -certify (except for CA State contracts)




FINDING OPPORTUNITIES

- **Identify your customer**
- **Finding opportunities**
- **Subcontract**
- **Prime Contract**





LOCATING MY CUSTOMER

- **DoN Marketing Information Service**
 - Organized by FSC/PSC
 - Included if  10 awards completed for a code or total dollar value of actions at least \$10M
 - Search by FSC/PSC, Key Word Description, and/or State
 - Provides Agency Name and Small Business Office Contact Information

<http://www.hq/navy.mil/sadbu/Marketing.htm>



SMALL BUSINESS OFFICES

- **Located at every DoD and Federal Buying Activity**
- **Navy Activities:**
<http://www.hq.navy.mil/sadbu> and click on “Navy Contracting Activities”
- **Other agencies:**
<http://www.sellingtothegovernment.net> and click on “Small Business Programs”, then “Small & Disadvantaged Business Utilization (SADBU)”

<http://www.fedbizopps.gov>





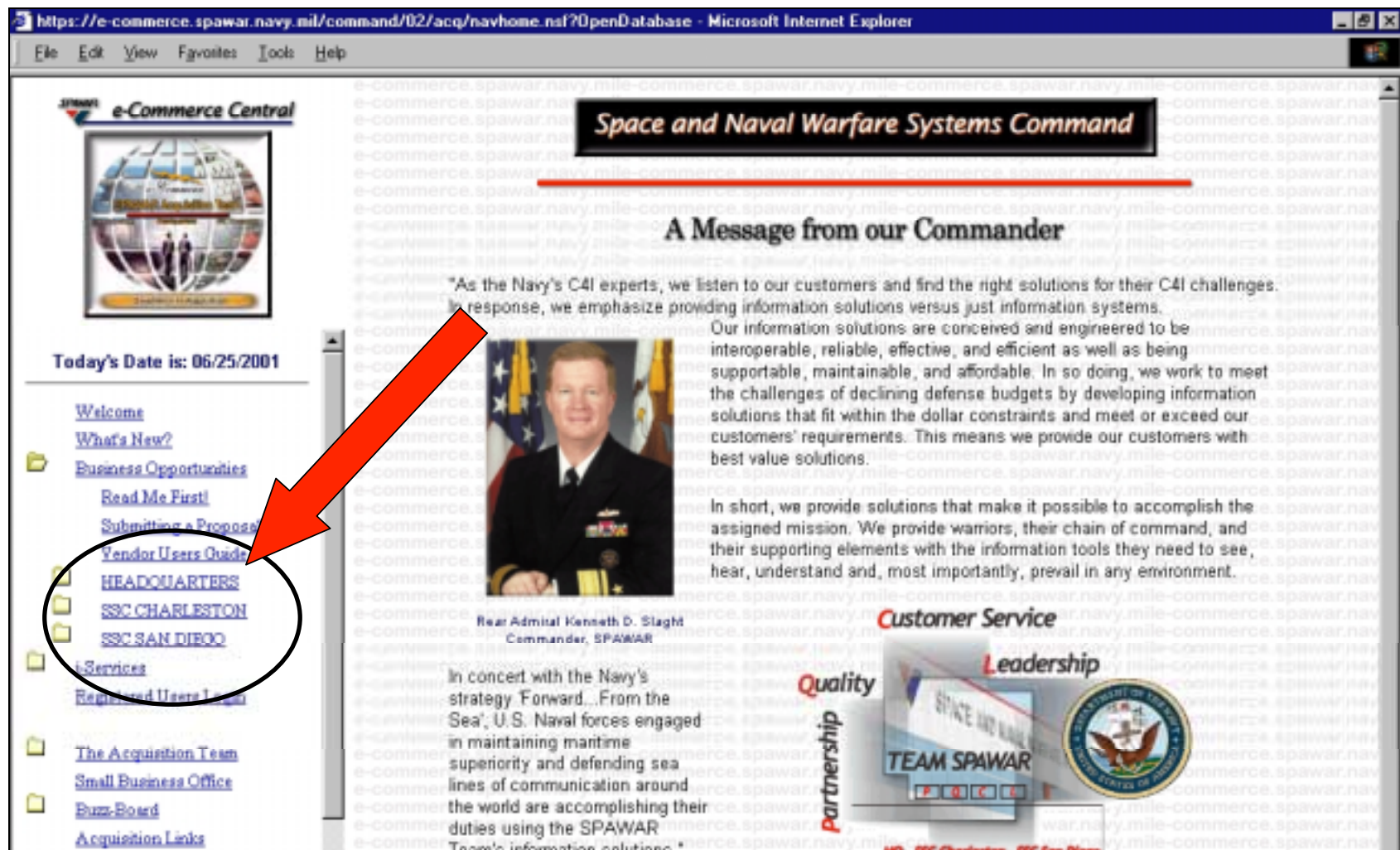
FEDBIZOPPS

- **<http://www.fedbizopps.gov>**
- **Replaced Commerce Business Daily (CBD)
as of JAN 1 2002**
- **DOD and Federal contracting activities**
- **Most requirements and awards >\$25,000**



FEDBIZOPPS

- **Active or Archive Search**
 - Solicitations or Awards by number
 - By NAICS/FSC/PSC
 - Key Words
 - Place of Performance Zip Code
 - Set-Aside Code
 - Agency
- **Acquisition Notification Service**
 - Register to receive email notification
 - For a particular solicitation number
 - Selected organizations or FSC/PSC
 - All procurement notices



E-Commerce (Business Opportunities) Page
<https://e-commerce.spawar.navy.mil>



SPAWAR E-COMMERCE WEB-SITE SERVICES

- **Anonymous Browsing**
- **Subscription Service**
 - Subscribe to specific existing solicitations
 - Receive e-notice for changes/amendments
 - Check website often
- **Registered User**
 - May ask questions on-line
 - Submit proposals on-line
 - E-notice for NEW SPAWAR requirements meeting selected FSC

SPAWAR E-Commerce Central - Business Opportunities Page - Netscape


File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks Location: <https://e-commerce.spawar.navy.mil/command/02/acq/navhome.nsf?OpenDatabase> What's Related

Search IT User Support Phone Book WebCBT

e-Commerce Central




A Message from our Commander

"As Navy's C4I experts, we listen to our customers and find the right solutions for their challenges. In response, we emphasize providing information solutions versus just information systems."

Our information solutions are conceived and engineered to be interoperable, reliable, effective, and efficient as well as being supportable, maintainable, and affordable. In so doing, we work to meet the challenges of declining defense budgets by developing information solutions that fit within the dollar constraints and meet or exceed our customers' requirements. This means we provide our customers with best value solutions.

In short, we provide solutions that make it possible to accomplish the assigned mission. We provide warriors, their chain of command, and their supporting elements with the information tools they need to see, hear, understand and, most importantly, prevail in any environment.



Rear Admiral Kenneth D. Slaght
Commander, SPAWAR

In concert with the Navy's strategy 'Forward...From the Sea', U.S. Naval forces engaged in maintaining maritime

Customer Service

Quality

Leadership

VIEW by...

- [Market Survey](#)
- [Future Opportunity](#)
- [Open Solicitations](#)
- [Closed Solicitations](#)
- [Awarded Contracts](#)
- [Solicitation Number](#)
- [Current Status](#)
- [Requiring Office](#)
- [Posting Date](#)
- [Description](#)
- [NAICS Code](#)

<https://e-commerce.spawar.navy.mil/command/02/acq/navbusopor.nsf/HQ%20Open%20Solic>

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SPAWAR E-Commerce Central - Business Opportunities Page - Netscape

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Bookmarks Location: <https://e-commerce.spawar.navy.mil/command/02/acq/navhome.nsf?OpenDatabase>

Search IT User Support Phone Book WebCBT

SPAWAR Business Opportunity Headquarters - Solicitation

[Subscribe to this Solicitation](#) [View Prospective Bidders List for this solicitation](#)

SOLICITATION NUMBER: N00039-03-T-1111

DESCRIPTION: Test RFP

REQUIRING ACTIVITY: Do not subscribe to this Solicitation

TECHNICAL POC: HQ 02

CBD/FSC Code: TEST ONLY - Do not use!

NAICS Code: 55555

TYPE OF ACTION: Undetermined

ESTIMATED VALUE:

CONTRACTING OFFICER NAME: Edwin A McGinnis

CONTRACT SPECIALIST NAME: Andrew Jackson

CONTRACT SPECIALIST PHONE NUMBER: 619-524-7157

CONTRACT SPECIALIST E-MAIL ADDRESS: mia@spawar.navy.mil

Status:

VIEW by...

- [Market Survey](#)
- [Future Opportunities](#)
- [Open Solicitations](#)
- [Closed Solicitations](#)
- [Awarded Contracts](#)
- [Solicitation Number](#)
- [Current Status](#)
- [Requiring Office](#)
- [Posting Date](#)
- [Description](#)
- [NAICS Code](#)
- [CBD Category](#)
- [Acquisition Type](#)
- [Contract Specialist](#)

FSC CHARLESTON

Document: Done

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SPAWAR E-Commerce Central - Bidders List for N00039-03-T-1111 - Netscape

Back Forward Reload Home Search Netscape Print Security Shop Stop

Prospective Bidders List for N00039-03-T-1111

<u>Company Name/Address</u>	<u>POC</u>	<u>Date Submitted</u>
There are currently no prospective bidders for this solicitation.		

Vendor Users Guide
HEADQUARTERS
 VIEW by...
[Market Survey](#)
[Future Opportunity](#)
[Open Solicitations](#)
[Closed Solicitations](#)
[Awarded Contracts](#)
[Solicitation Number](#)
[Current Status](#)
[Requiring Office](#)
[Posting Date](#)
[Description](#)
[NAICS Code](#)

CONTRACT SPECIALIST NAME: Andrew Jackson
 CONTRACT SPECIALIST PHONE: 619-524-7157
 NUMBER:
 CONTRACT SPECIALIST E-MAIL: mia@spawar.navy.mil
 ADDRESS:
Status:

**View Prospective Bidders List On-Line
 (Includes all who subscribed to that solicitation.)**

SPAWAR E-Commerce Central - Business Opportunities Page - Netscape

Sources Sought/Market Survey/Market Research



Signal and Information Technologies Support

[View Associated Documents](#)

Description:

The NAICS Code is 541710. The Space and Naval Warfare Systems Center, San Diego (SSC-SD) is seeking vendors to determine if sources exist for a small business set aside. The services to be provided are technical and engineering services to conduct investigations; conduct analyses; and develop prototype algorithms for such areas as the Full Spectrum Processing Program (FSP), the Advanced Development Systems Program (ADS), and the Web Centric Anti-Submarine Warfare Network (WeCAN) project. The respondent should provide the following information related to the statement of work: (1) Information related to your firm's United States Navy (USN) experience. (2) Information regarding your firm's experience in and understanding of the following technical requirements in the statement of work (SOW): (a)

Navigation Links:

- [SSC CHARLESTON](#)
- [SSC SAN DIEGO](#)
- [VIEW by...](#)
- [Market Survey](#)
- [Future Opportunity](#)
- [Open Solicitations](#)
- [Closed Solicitations](#)
- [Simplified Acquisition](#)
- [Awarded Contracts](#)
- [Solicitation Number](#)
- [Current Status](#)

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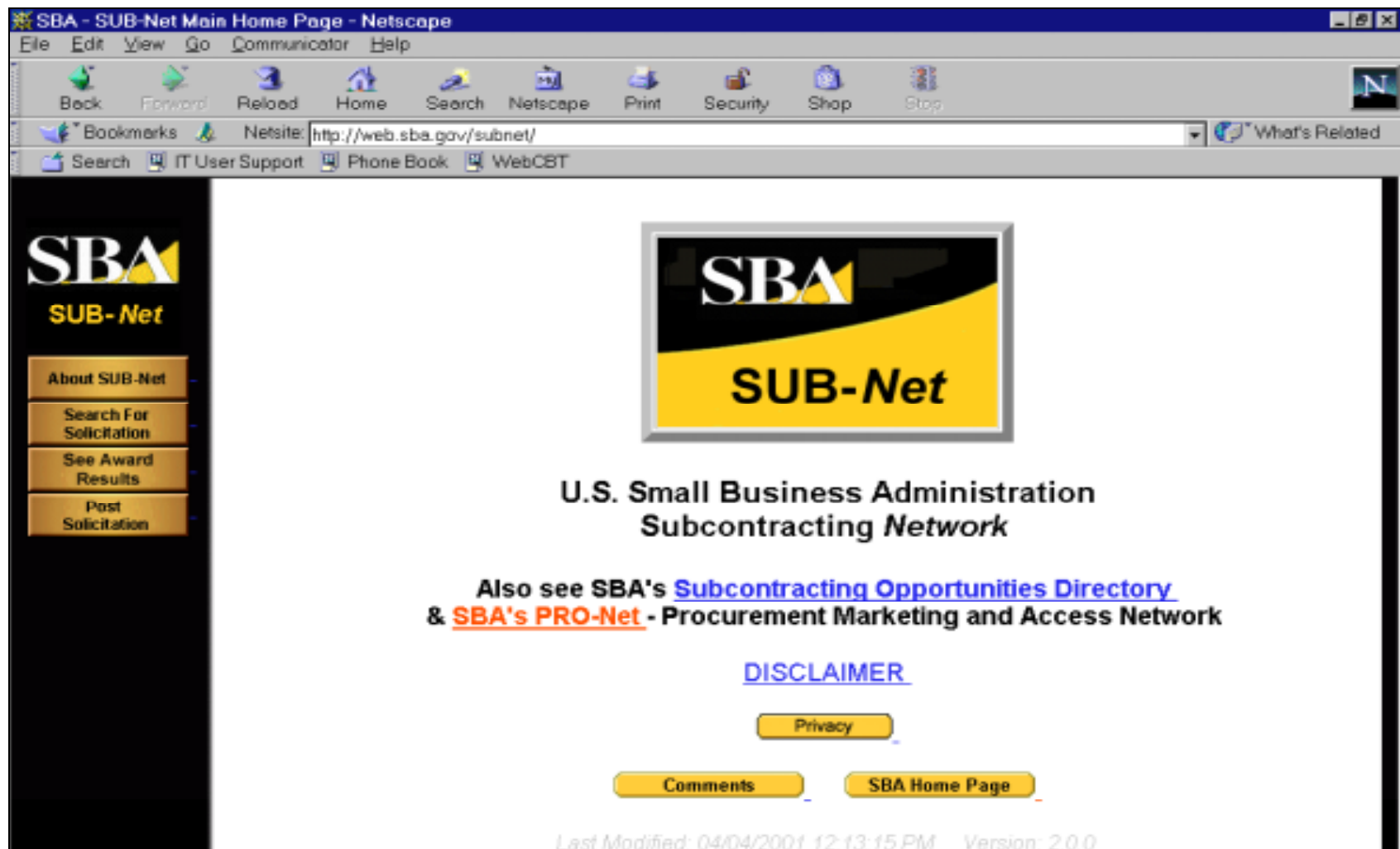
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SUBCONTRACTING OPPORTUNITIES

- **SPAWAR List of Top 60 Contractors**
- **SPAWAR Business Opportunities website click on “Awards”**
- **Subcontracting Opportunities with DoD Prime Contractors**

**[http://www.acq.osd.mil/sadbu/publications/
subdir/index.html](http://www.acq.osd.mil/sadbu/publications/subdir/index.html)**



http://web.sba.gov/subnet/ OR
http://www.sba.gov



What is Sub-Net?

<http://www.sba.gov>

- **Network system of large/small contractors**
- **Prime contractors use to post subcontract opportunities/sources sought for teaming partners**
 - **Locate HUBZone/VOSB/WOSB/etc.**
 - **May include solicitations or other notices**
 - **Be sure to print a copy**



Who Can Post Solicitations and Notices in Sub-Net?

- **Large Business**
- **Small Business**
- **Federal Agencies**
- **State and Local Governments**
- **Non-profit Organizations**
- **Colleges and Universities**

SBA - SUB-Net

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Bookmarks Netsite: http://web.sba.gov/subnet/dsp_detailed_bid_record.cfm?bid_seq_num=2056 What's Related

Search IT User Support Phone Book WebCBT

SBA

SUB-Net

About SUB-Net

Search For Solicitation

See Award Results

Post Solicitation

FedBizOpps
The President of Opportunity

Prime's Name: General Services Administration
Contact: Paul Martin
Address 1: 1301 Clay Street, Suite 500N
Address 2:
City: Oakland State: CA
Zip: 94612
Phone: 510-637-3884
Fax: 510-637-3883
Email: paul.martin@gsa.gov
SIC Code: 4813
NAICS Code: 421690
Description: NAICS 235310, 421690. GSA issues CONNECTIONS RFP providing equipment, labor, and turnkey solutions to meet a variety of telecomm infrastructure needs worldwide. MA/IDIQ with base of 3 years and 5 one-year renewal options. Goto answer.gsa.gov/cONNECTIONS
Sol. Number: 9TE-PM-02-0001
Last Bid Date: 09/11/2002
Time: 4:00 PM PDT
Reserved for SB: N

Document: Done

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FREE RESOURCES

- **Government Small Business Offices**
- **Small Business Liaison Officers (SBLO)**
- **Small Business Administration**
 - <http://www.sba.gov>
 - Linda Coakley, (619) 557-7250, ext. 1153



PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)

- **Counseling**
- **Registration Assistance**
- **Bid-matching**
- **Training**
- **San Diego Contracting Opportunities Center –
Luz Velasco (619) 285-7020 sdcoc@pacbell.net**

<http://home.pacbell.net/sdcoc/>



SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)

- **Counseling (in-person, field, or email**
- **Training**
 - **EX: “Sales & Marketing: Your Competitive Advantage or How do you beat your competition?” 5/18, 7/27, 9/28, 11/16 8:30-4:30
\$45 pre-register; \$55 at door
Pt Loma Nazarene University, Mission Valley
Register on-line or (619) 557-7272**

<http://www.score.org>



ORGANIZATIONS

- **DoD Western Region Small Business Council**
 - <http://www.dodwrc.org>
- **San Diego Supplier Development Council**
 - President: Tin Hla (858) 455-2519
- **National Defense Industrial Association (NDIA)**
 - <http://www.ndia-sd.org>
- **Armed Forces Communications & Electronics Association (AFCEA)**
 - <http://www.afcea-sd.org>



UPCOMING EVENTS

- **SPAWAR/NDIA/AFCEA Small Business Quarterly Forum, May 23**
 - <http://www.afcea-sd.org> click on “Events”
- **GSA Expo 2002, May 21-23, San Diego Convention Center**
 - <http://www.expo.gsa.gov> or 1-888-272-5565
- **SDSDC Operation Opportunity**
 - \$40/person cwesch@dcmdw.dcma.mil
- **Women-Owned Small Business Contracting Knowledge Sharing Event, June 26, SSC-SD, (tentative)**



UPCOMING EVENTS

- **SPAWAR Small Business Hi-Tech Opportunity Day, July 24, SSC-SD**
- **SPAWAR/SBA Women's Dollars & Sense Conference, August TBD**
- **SPAWAR Industry Conference, October 30-November 1, 2002**

WATCH SPAWAR WEBSITE
<http://www.spawar.navy.mil>



UPCOMING CONFERENCES

- **Nation-wide Navy-sponsored conferences**
- **Available on DoN Small and Disadvantaged Business Utilization (SADBU) site and click on “Procurement Conferences”**

<http://www.hq.navy.mil/sadbu/>



WHAT'S NEW?

- **DoD Wide-Area-Workflow-Receipt and Acceptance (WAW-RA)**
 - Vendors electronically submit invoices & receiving reports
 - Scheduled for fielding November 1
- **On-line training available**

<https://wawf-ra.slidell.disa.mil/>
<https://rmb.ogden.disa.mil>



WHAT'S NEW?

- **SBIR/STTR on-line solicitations and proposals**
 - <http://www.acq.osd.mil/sadbu> then click on "SBIR/STTR"
- **DoD Mentor Protégé Program**
 - No additional funding for FY 2002
 - New Navy procedure in draft
 - Women-owned small businesses qualify as proteges
- **Women-owned small business set-aside authority pending**
- **New small business size standards as of 2/22/2002**
- **Congress ends Federal Prison Industries preference in DoD contracting**



*“The survival of
small business is essential
to our Homeland Defense.”*

President George W. Bush
October 24, 2001